Library offers international TV

Rachel Gellisan
MUSTANG DAILY

Cal Poly students who study a foreign language or show an interest in global affairs can now watch television from around the world through DISH Network satellite TV at the Robert E. Kennedy library.

The best thing about the service is "the ability to hear native speakers and to see television as a way to substitute for travel," said library Dean Michael D. Miller.

Currently the library subscribes to three channels from France, three from Italy (including Rai International) one from Germany and several from Spain. DISH Latino has a wide range of Spanish channels. TVSMonde is France's main news channel out of Paris while two other French stations cover music and a variety of topics related to the French colonies in Africa and the West Indies.

A second online service offers channels in Chinese and Arabic. DISH Network is widely known for its ability to provide sports channels from all over the nation to residents. Last year the chair of the foreign language program, Brian Kennedy, urged Miller to subscribe to the satellite network. He heard about it from the previous institution he worked for.

"The challenge wasn't getting the service, it was finding a space for it," Miller said. "It's the kind of thing people sign up for if they aren't happy with cable."

To utilize the DISH network, students can get a key to room 216-C in the library from the Learning Commons desk on the second floor.

The room seats six people and is equipped with a flat-screen Samsung television as well as listings for the channels and directions for operating the system.

Along with the aforementioned foreign channels, the library service offers several U.S. national news stations. The staff at the library is still fixing up some technical difficulties with the DISH system but the room is now available for student use. Miller hopes to eventually place several flat-screen around the library so numerous students can check out headphones and utilize the new service.

Corinne Kahne, a first-year German professor at Cal Poly who came to California in 2000 from Germany, is quite pleased with the new service.

"I think it's a really great tool for students learning a foreign language," Kahne said.

Kahne explained that along with becoming familiar with the dialect of foreign countries, the satellite service will allow students to learn about other countries' cultural, political, socio-political and popular cultures.

Although now Kahne wants her students to use the service as a learning aid, she hopes to include it in her curriculum eventually.

"It will be really beneficial for the students and it's fun too," she said.

Along with the library service, Kahne has started a German Film Series on Wednesday nights in room A-12 of the Spider Building that is open to everyone.

The films show from 8 to 10 p.m. and subtitles are included. This quarter is a German comedy series.

Alumni go online with POLYLINK

Agmus-Dei Farrant
MUSTANG DAILY

The intimidation of online networking Web sites existing primarily for the high school- and college-aged is no longer a problem for Cal Poly alumni.

Cal Poly Alumni Association has launched its new Web site PolyLink as an online community open only to Cal Poly alumni and select staff at www.alumni.calpoly.edu.

"The Alumni Association had been talking about creating a Web site like this for four years, not because it was trendy but because alumni requested it," said Kim Gannon, director of alumni relations.

"We didn't really have a good way of communicating without having alumni in contact with one another or a printed directory, but it was a huge project involving printing information that immediately needed refreshing."

The last printed alumni directory was released in 2003.

"We're currently deciding whether to continue printing a directory or switch completely to online," said Gannon.

PolyLink is free to the 120,000 alumni in the university's database. Only 40,000 of that group have e-mail addresses included.

Those who did not make their e-mail addresses available and would like to access the Web site will be directed to an online form to be verified and added to the list. A degree is not necessary to join. All former undergraduate students who satisfactorily completed at least 36 units of coursework are considered alumni.

Information available on PolyLink for former students includes name, class year and primary major.

"It will be useful in keeping a connection between Cal Poly and its alumni," said Chris McBride, assistant director for special events.

"We're currently informing people through e-mail as well as announcements in the Cal Poly Magazine."

Applications and benefits of registering with PolyLink include a search option to locate classmates, photo galleries, career networking, message boards, travel information, event updates, customized university and alumni news notifications and the overall ability to keep in touch with a mass group through modern technology.

As opposed to Web sites like MySpace.com and Facebook.com, PolyLink is designed to be more professional," Gannon said.

"Those sites appear to be focused on socializing while PolyLink is both for social and professional purposes, created to be kept in the Cal Poly family."

"It will be in keeping a connection between Cal Poly and its alumni," said John Williams, Frogs' Leap founder and winemaker.

"It's an absolute natural for the wine industry," said Ted Hall, president and co-owner of Long Meadow Ranch, a winery and olive oil producer also run by solar power.

Factors driving the California winery solar connection include relatively high electricity rates coupled with abundant sunshine.

Wineries make good candidates for solar power because they tend to use power when it's sunnyest, at harvest.

And with the threat of global warming looming, winemakers have a strong incentive not to do anything to contribute to climate change that could spoil growing conditions.

Vintners bottle sunshine with solar powered harvest

Michelle Locke
MUSTANG DAILY

RUTHERFORD, Calif. — Clusters of harvest-ready grapes, pendulous and purple, dangle among deep green leaves at Frog's Leap Winery, waiting to become Napa Valley wine.

But a few rows over is a plant of a different kind — an array of square-faced solar panels that provide the power to keep operations humming.

Winemakers in Napa and elsewhere are bottling sunshine in more ways than one this year.

"We tend to be massive power consumers during the harvest. It's particularly gratifying that the time we were producing the most power," said Brown.

There will be an informal gathering on Thursday, Sept. 7, at 11 a.m. at the Cal Poly rock field to honor the memory of kinesiology freshman Mer- ry Brown, who was found dead in a pool last week. Brown hailed from Washington and graduated from Rent Ridge Senior High in 2007.
Amazon selling music files without copy protection

Jessica Mintz

Web retailer Amazon.com Inc. launched its much-anticipated digital music store Tuesday with nearly 2.3 million songs, none of them protected against copying.

"We're launching our own MP3, less than a dozen or so wineries as clients, including Long Meadow and Frog's Leap, estimates that 28 systems are in Napa County and another 14 in next-door Sonoma County.

Solar powered wineries, like the one shown here, are the product of high electricity bills and an abundance of sunshine.

Data editors: Sara Hamilton, Giana Magnoli
When asked about the possibility of adding a YouTube class at CSUF, Trotter said that it would not be easy. "Certainly we try to keep curricula as current as possible, but we're like oil tanks," Trotter said. "You can't turn on a dime. And for every little thing you add, something else is taken away."

CSUF Professor Anthony Fellow, chair of the Communications Department, said he isn't sure whether it would be possible to incorporate YouTube into the idea of a YouTube class in an e-mail interview. "It could be appropriate," Fellow said. "Depending on the structure and content of the course. Corporate and government entities are using YouTube." Fellow said an example is how the Metropolitan Water District of Southern California, where Fellow is first vice-chair, is considering placing water conservation messages on YouTube.

When asked if YouTube curricula should be incorporated into other classes instead, he said, "It probably makes more sense incorporating it in other courses, such as Media Effects, Persuasive Communications. A class that has been billed as being the first class both on and about YouTube is being taught this semester at Pitzer College in Claremont."

Called "Learning From YouTube," it is offered by the college's media studies department. According to a Pitzer College press release, it is "The first university class entirely about, and primarily occurring on YouTube; the class will be largely student controlled, mirroring the structure of the site under inquiry."

Alexandra Juhasz, a professor of media studies at Pitzer College, is teaching the class of 35 students. The relevance of YouTube to college student's lives, Love said, makes the course particularly appropriate as college curriculum. "I think it's worth trying to see if things work out, particularly as the course deals with material that is as closely tied to college students as YouTube is," Love said.

"To me, it would seem irrelevant to have a YouTube class, basically. Because if you are examining group dynamics based on this community forum, then it is necessary to examine other similar forums such as MySpace, Facebook, Community X, and vodcastuka.com. If you are examining one then you should examine the others," Haddad said.

On the Pitzer College website, Juhasz described her expectations for the class, which are that "critical ideas about Media Studies and contemporary culture will be raised, and that the course will be academically rigorous, if still entertaining for all who actually participate." On her blog, http://ajaean.wordpress.com, Juhasz describes how the class has already discussed the "BIG IDEAS" of YouTube: how it relies on humor, celebrity, and mainstream culture; how it allows regular people to express themselves and show their talents; how superficial it can be; and how raucous and offensive many participants can be.

In her video introduction to the class, Juhasz invites the general public to follow the class as it progresses. "Anyone who wants to see videos of the class sessions, which are edited to 10 minutes or less and approximate 10 minutes each, can view them at www.youtube.com/myspacexm or www.youtube.com/group/learningfromyoutube. These sites also display student postings, as well as comments from site visitors. Juhasz replies to many of the comments. "The class is open to the public because YouTube is a relatively democratic space as opposed to this classroom where I usually teach, which is at a very expensive and relatively difficult-to-get-into private college, where access is extremely limited," she said.

Juhasz, who has been at Pitzer College since 1995, lists her specialties in her faculty profile as documentary filmmaking, women's film, and feminist film theory. She admits to being "underwhelmed" by YouTube's content, as well as to having written about why she believes "YouTube fails for the public." Trotter is teaching mass communication and modern society and communications research this semester. In 1993 he gave CSUF its first on-campus demonstration of the World Wide Web.

"When TV courses came along, it was, 'Oh my God, what are you doing for this?'" Trotter said. "Now there are whole departments in it." Trotter is teaching mass communication and modern society and communications research this semester. In 1993 he gave CSUF its first on-campus demonstration of the World Wide Web.

"When TV courses came along, it was, 'Oh my God, what are you doing for this?'" Trotter said. "Now there are whole departments in it."

"Actually, this topic is perfectly legitimate," Trotter said. "It's the 64-billion-dollar question: How will media be controlled, mirroring the changes in media made by the capability of Web users to become both producers and consumers of content?" Trotter has taught at CSUF since 1975.

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President Bush pressed Iraqi Prime Minister Nouri al-Maliki on Tuesday to move on stalled measures deemed critical to political reconciliation, while al-Maliki made clear his unhappiness about the killing of Iraqi civilians by private U.S. security contractors.

Meeting face to face for the second time this month, the two leaders used polite diplomatic language to talk publicly about tense issues.

Bush also underscored Iraq's obligation to beef up security forces. "I assured him we want his security forces well-trained, mobile and capable of handling Iraqi security on their own," said Bush, who in January had said Iraq would be able to handle security in all 18 provinces by November.

"The prime minister brought his leadership in some areas, recognizing there is virtually no alternative to replace him. Bush is under tremendous pressure from congressional Democrats and Republicans alike to show that his loyalty to al-Maliki is justified, given the Iraq's slow progress in bringing violent sects together to lessen fighting and meet benchmarks set by Washington. So after their hourlong meeting, the president praised al-Maliki for "your dedication and your commitment" while speaking vaguely, though pointedly, about the need for unspecified "political parties in Iraq" to make strides.

"Some politicians may be trying to block the law to gain special advantage," said Bush, who also met with al-Maliki in Iraq on Labor Day. "And these parties have got to understand that it's in the interests of Iraq to get good law passed."

Much-delayed action, such as a national oil law, have stalled in the Iraqi parliament amid factional bickering and, in some cases, defections.

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Al-Maliki defended his government's performance while saying "the task before us is gigantic."

The prime minister brought up his own deep frustration about Blackwater USA, a private contractor whose security guards are blamed for killing 11 Iraqi civilians while escorting a diplomatic convoy in Baghdad.

Blackwater, which protects State Department personnel in Iraq, said its employees acted appropriately. While offering sympathy, Bush has said he will withhold judgment during the ongoing investigation.

"Al-Maliki did not specifically mention the situation when he appeared publicly with Bush, saying only that they "talked about the importance of mutual respect between our two sides." Later, Bush's national security adviser, Stephen Hadley, said al-Maliki said behind closed doors that Iraqi sovereignty must be respected. The two agreed there should be "better cooperation and coordination in these operations," and Secretary of State Condoleezza Rice followed with a more detailed discussion with the prime minister, Hadley said.

A senior Iraqi official said Bush asked al-Maliki to provide him with a list of similar suspected violations and noted that the United States has held accountable those responsible for the Abu Ghraib prison scandal.

Earlier Tuesday, Bush delivered his annual address to the U.N. General Assembly. The president mentioned Iraq only in passing, lumping it with Afghanistan and Lebanon and saying that "every civilized nation has a responsibility to stand with the people of those three countries nurturing new democracies."

He spoke out in detail against what he termed repressive regimes in Zimbabwe, Sudan, Cuba, prompting Cuban foreign minister to walk out in protest, and, especially, Myanmar, a Southeast Asian country known as Burma that is ruled by a military dictatorship.

Declaring that "Americans are outraged by the situation in Burma" and accusing the dictatorship of a "19-year reign of fear," Bush said the United States would tighten economic sanctions on the leaders of the regime and their financial backers and impose an expanded travel ban that applies not only to people responsible for human rights violations but also their family members.

Bush praised "the courage" of Myanmar's people and called for reform. The president appeared determined not to give ammunition to those who seek the return of the former military dictatorship.

President Bush and Iraqi Prime Minister Nouri al-Maliki listen as their statements are translated for reporters during their meeting Tuesday.

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US criticizes Pakistani opposition crackdown

Sadaqat Jan
ASSOCIATED PRESS

Police intensified a crackdown Monday that opposition parties say has left hundreds of activists in custody while the Supreme Court discussed three challenges to the re-election bid of Pakistan's military leader.

The U.S. Embassy called the crackdown "extremely disturbing" and urged the immediate release of several opposition leaders arrested and urged the immediate release of crackdown "extremely disturbing" leaders.

The embassy said it did not endorse any candidate or party. "We hope to see a democratic process that is inclusive and the election of a leader who represents the choice of the Pakistani people through a free, fair, and transparent process," the statement said.

Prime Minister Shaukat Aziz said 40-42 opposition activists were in custody as of Sunday. He claimed the government has to take some preventive measures," Aziz told reporters.

"The U.S. government hired a dog in uniform," the first-pumping protesters shouted, referring to Musharraf's alliance with Washington. "The government is bent on making explosives, and they may be able to carry out an attack on U.S. territory." McGovern also said he worried that Osama bin Laden's recent video and audio releases may be a signal to terrorist cells to carry out operations, he told the Senate Judiciary Committee.

"America's primary coalition partner is Pakistan, a nuclear power, and it is being exploited for the illegitimate rule of one man," said Ahsan Iqbal, spokesman for Musharraf's popularity and power. Musharraf's popularity and power have eroded since his botched efforts to fire the Supreme Court's chief justice earlier this year. His administration is also struggling to contain a surge in Islamic militancy.

Police took at least a half-dozen opposition leaders into preventive custody late Saturday in Islamabad, and had detention orders for about 30 others who went into hiding. They followed up with wider raids Sunday night that opposition parties said netted the arrests of at least 220 of their members.

"The government is bent on picking up every opposition man," said Abas Iqbal, spokesperson for the party of former Prime Minister Nawaz Sharif. "All fascist tactics are being used and all the state machinery is being exploited for the illegal exile of one man." Officials burned gatherings of more than five people in the capital, and roads leading to the court were blocked with barred wire Monday. Police, some on horses, stymied protesters' efforts to congregate, arresting about 30 who gathered a few hundred yards from the court.

"The U.S. government hired a dog in uniform," the first-pumping protesters shouted, referring to Musharraf's alliance with Washington. "The government is bent on making explosives, and they may be able to carry out an attack on U.S. territory." McGovern also said he worried that Osama bin Laden's recent video and audio releases may be a signal to terrorist cells to carry out operations, he told the Senate Judiciary Committee.

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International Briefs

WASHINGTON (AP) — Al-Qaida continues to recruit Europeans for explosives training in Pakistan because Europeans can more easily enter the United States without a visa, the nation's top intelligence officer said Tuesday.

Director of National Intelligence Mike McConnell said European al-Qaida recruits in the border region of Pakistan are being trained to use commercially available substances to make explosives, and they may be able to carry out an attack on U.S. territory.

McConnell also said he worried that Osama bin Laden's recent video and audio releases may be a signal to terrorist cells to carry out operations, he told the Senate Judiciary Committee.

BAGHDAD (AP) — A suicide car bomber Tuesday attacked a police headquarters in Bata, killing at least three policemen, wounding 20 people and raising fears about security in the oil-rich southern city now that British forces have withdrawn.

It was the second major suicide attack to kill Iraqi police in as many days. The police chief of Basra was among at least 24 people killed when a suicide bomber attacked a Sunni-Shiite reconciliation meeting late Monday. An al-Qaida front group Tuesday claimed responsibility for the attack in Baqouba, which is 35 miles northeast of Baghdad.

Are you excited about Halo 3?

Compiled and photographed by Jessica Ford
Kiwi ‘Brunettes’ take over

New Zealand pop duo The Brunettes mix pop culture with layered sound

Brooke Robertson
MUSTANG DAILY

Armed with a love of rock history, layered instrumentation and American pop culture, New Zealanders Heather Mansfield and Jonathan Bree have propelled themselves onto the American music scene with the latest album from their band, The Brunettes.

Recently released on Sub Pop Records, “Structure and Cosmetics” is a sugary-sweet pop album with pop culture references to Scientology, Roswell, Mann’s Chinese Theatre and hairstyles, among other things.

Although The Brunettes have always referenced pop culture in their lyrics, which Bree described as one of the things that inspires him, many of the songs for “Structure and Cosmetics” were written while Bree was house-sitting in Los Angeles, one of the pop culture-generating epicenters of the world.

He wrote the song “Small Town New,” which mentions giant animals in front of Mann’s Chinese Theatre, while considering applying for a job as Batman.

The Brunettes’ new album is a bit of a departure from their previous albums, although it still retains its fun pop charm. “Structure and Cosmetics” is chock-full of longer songs with more haunting, drawn-out melodies. This is due to Bree’s fascination with pop records from the ’70s at the time of the recording, in which the pop-song format was more drawn out than the modern-day two-and-a-half minute standard.

“I normally try to keep the songs short and sweet,” Bree said. “On this particular album I guess I just found that if it feels good to let the outtro go on for two minutes, then that’s how long it will go for.”

The Brunettes’ sound has widely been characterized as a mix of ’70s New York punk and ’60s girl groups, although Bree said the band draws its inspiration from a variety of influences.

“I feel we’re inspired by this huge array of bands and artists and musical movements,” Bree said. “That those are just easy ones for people to probably latch onto.”

Most of the songs on the album were written and recorded by Bree using home studio equipment in bedrooms, per usual Brunette recording style, while tinkering around with different instruments.

“I think the fun thing about creating is being able to use and not limit yourself to any one particular instrument,” Bree said.

Mansfield and Bree are each credited with playing six different instruments on the album, which is a stark contrast from other modern bands whose members are lucky if they play more than one instrument.

“(Modern-day) bands like being able to represent what their recordings sound like live and so they kind of aren’t as adventurous in the studio with using trial-and-error and different sounds,” Bree said.

The Brunettes manage to recreate their studio sound by frantically switching instruments and by employing the use of a backing band. Mansfield will switch from keyboards to clarinet and back to keyboards with hectic familiarity. Initially it almost looks like a bad scene from an elementary school play until it all pulls together and the audience is left drowning in a perfectly mixed outpour of layered voices, harmonized hand claps and instrumental coatings.

Bree and Mansfield make it an intimate show, joking with each other throughout their performances, introducing themselves with the name game and challenging audience members to dance-offs.

The camaraderie and togetherness of their live shows is a stretch from their recording process, in which the band was spread out around the world.

With Bree in Los Angeles, Mansfield lived in New York and their backing band was back in New Zealand at the time of recording.

see Brunettes, page 8

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continued from page 6

Zealand pop band with a passion for American pop culture.

Heather Mansfield and Jonathan Bree make up The Brunettes, a New Zealand pop band with a passion for American pop culture.

Brunettes

"We tried to push forward with recording the album while basically squatting at peoples' houses," Bree said.

Sound bytes were e-mailed back and forth while Bree mixed them on his computer. He was also forced to travel to various instruments instead of having them readily available.

"If there was a piano set up somewhere then I'd just go around there with my laptop and record the piano," he said.

He even went up to Portland to borrow guitars from The Shins, whom The Brunettes had previously toured with.

"It was kind of fun to record like that," he said.

Bree and Mansfield have a history that involves more than musical collaboration. The pair started dating shortly after leaving their individual bands to form The Brunettes in Auckland, New Zealand. When their romantic relationship turned derailed, Bree and Mansfield and Bree decided to resurrect The Brunettes.

"It just felt too important for the both of us," Bree said.

Although their musical reunion wasn't initially easy, they managed to work through their differences and continue an artistic relationship.

"Having found someone that shared similar musical inspiration, influences and that talented, and we worked together that well ... We had to go back to each other," he said. "There was no choice."

"It is, however, pretty funny and might, were it not for bored students and spark a lively discussion," she said. "My best professors regularly analyzed the satire and also learn the test, critical thinking."

"I think that as Stewart makes fun of the book, "America" the book does," said Zwick. "The book is written from different angles and that the reader already possesses a certain level of political knowledge. One must have some familiarity

with the workings of American government in order to enjoy and appreciate the perverse humor behind the book."

"However, some teachers are more interested in the book than the fact that 90 percent of the content was factual and that the remaining 10 percent was satirical."

Some government professors at Cornell, while noting that the book humorous, do not consider it a legitimate textbook.

Professor Elizabeth Sanders, government, said that she wouldn't use the "America" book as a text.

"It is, however, pretty funny and might, were it not for students and spark a lively discussion," she said.

Professor Theodore Lowi, government, who teaches Introduction to American Government and Politics at Cornell, considers Teten's use of "America" to be a bright idea, but would not take the same approach.

"I think that satire is written on the assumption that the reader already possesses a certain level of political knowledge. One must have some familiarity with the workings of American government in order to enjoy and appreciate the perverse humor behind the book. I think that the information in Stewart's book is so important that the book should be an official text."

"As long as students understand that Stewart's satire is based on truth and learn to critically analyze the satire and also learn the real history, I see no problem," he said. "My best professors regularly use satire and their own jokes to invoke laughter. Comedy is a great teaching device."

"Austin Zwick '99, agreed that adding comedy would inspire people to learn about our basic government structure. He also noted the importance of students' exposure to political satire.

"By taking a stance, students will be forced to think if they agree or disagree upon the opinions presented instead of remaining apathetically neutral," he said.

Teten pointed out that as Stewart makes fun of politicians and policies across party lines, he allows viewers to form their own opinions.

Teten told Inside Higher Education that he considered it important both to excite enough students about political science to become majors, but he also wanted to reach other students by teaching them how to think about world events without being intimidated by the news.

"Only when students are forced to think and form their own opinions will students become interested in government. Even more so if they can present those opinions in a humorous manner such as "America" the book does," said Zwick.

"The latest film to come out of this sub-genre is "Rocket Science," starring Reese Thompson as Hal Hefner, a teen with a stuttering problem, in "Rocket Science."

"He shows an incredible knack for juxtaposing drama and comedy, keeping the humor and sympathy in perfect balance," Blitzy said.

"It is no surprise that "Rocket Science" still manages to feel fresh. While our protagonist could have easily become a cliched indie film actor, Hal Hefner's outstanding performance thoroughly displays the self-questioning emotions of Hal Hefner."

"If we can convince people to become informed through unconventional means and get them involved in the political process, then we increase the quality of our democracy," said Richard Marrou '09.

"My best professors regularly analyzed the satire and also learn the test, critical thinking."

"I think that as Stewart makes fun of the book, "America" the book does," said Zwick. "The book is written from different angles and that the reader already possesses a certain level of political knowledge. One must have some familiarity with the workings of American government in order to enjoy and appreciate the perverse humor behind the book."

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Teten told Inside Higher Education that he considered it important both to excite enough students about political science to become majors, but he also wanted to reach other students by teaching them how to think about world events without being intimidated by the news.

"Only when students are forced to think and form their own opinions will students become interested in government. Even more so if they can present those opinions in a humorous manner such as "America" the book does," said Zwick.

"The latest film to come out of this sub-genre is "Rocket Science," starring Reese Thompson as Hal Hefner, a teen with a stuttering problem, in "Rocket Science."

"He shows an incredible knack for juxtaposing drama and comedy, keeping the humor and sympathy in perfect balance," Blitzy said.

"It is no surprise that "Rocket Science" still manages to feel fresh. While our protagonist could have easily become a cliched indie film actor, Hal Hefner's outstanding performance thoroughly displays the self-questioning emotions of Hal Hefner."

"If we can convince people to become informed through unconventional means and get them involved in the political process, then we increase the quality of our democracy," said Richard Marrou '09.
Amazon vs. iTunes
Getting serious about downloading

For the Blu Ray vs. HD-DVD war, it’s time for Amazon and iTunes to get in the digital boxing ring and go head-to-head.

Amazon.com recently launched its beta digital music portal dubbed Amazon MP3, which will feature two million songs from 180,000 artists and 20,000 labels. But that’s not all. All of the MP3’s from major labels EMI and Universal and thousands of independent labels are DRM-free.

For those unfamiliar with DRM (digital rights management), it’s that pesky technology built into the songs you buy online from such services as iTunes or Napster that make it so you can only listen to your music on certain MP3 players and on a certain number of computers. Not to mention the fact that DRM stores personal information about you within the song files.

So if DRM is so widely hated, why did it exist in the first place? Copyright protection, of course. Record labels wanted some type of system to ensure that their music wasn’t being spread across the Internet by the pirates of the digital sea.

Ultimately, however, the pirates won (and will always win). Anyone who wanted to convert a song with DRM restrictions into a standard MP3 needed no more than a Google search to do so. Copy protection in the digital age is always rendered useless the moment someone finds a way around it.

From a record label’s point of view, DRM has been limiting their online sales because of the device restrictions, such as iTunes songs only working with iPhones. Labels EMI and Universal have both made deals with iTunes and Amazon to offer parts of their catalogs DRM-free. Naturally, both labels are still a bit wary of the idea and are not yet offering their entire catalogs.

Where the upshot and the “Oh, no you didn’t” gasping in the music industry comes from is the fact that Amazon is selling their high-quality DRM-free songs for 89 cents to 99 cents (although most appear to be 89 cents), whereas iTunes is selling their songs for $1.29.

But had news been becoming common for Apple CEO Steve Jobs and his iTunes empire. While they are ranked No. 3 next to Amazon and Wal-Mart in the music retailer sales rankings, not everyone contracted with iTunes is happy.

NBC, for example, recently pulled in their catalog of songs from iTunes because Apple wasn’t willing to sell their older shows for cheaper prices. But while everyone thought NBC was foolish for choosing to make no money versus staying with iTunes and at least making some money, NBC announced last week that they will soon offer some of their shows in a downloadable, DRM-free format that expire after a week.

Apple’s reluctance to work with labels and networks to create new, more flexible contracts that take power away from the Apple empire in terms of price setting has made them unpopular in the digital market. Will NBC’s departure start a domino effect to defect to the new guy in town (i.e. Amazon)?

While the dreams of millions have finally come true and the death of DRM is looming in the future, where will this trend go? Isn’t this the same as taking the bar codes off of products at Best Buy and hoping people still pay while pirates sneak out the back door with the new Timbaland album? Will a new DRM arise in five years if this new strategy doesn’t increase sales but rather returns us to the days of Napster?

I’ve been saying for years that the idea of copy protection, or limiting the consumer rather than empowering the consumer through convenience, lower prices and the freedom to transfer songs or movies to any device, is ultimately what has been holding back the digital entertainment industry from becoming the sole way of buying content.

Rather than assuming that every customer is a pirate, why not beat the pirates with convenience and low prices? Oddly enough, most human beings are raised with the idea that nothing is free (except the Mustang Daily) and tend to want to pay for their music if they can do with it as they please for a low cost.

But while Amazon’s new service begins its battle with iTunes (and possibly soon Wal-Mart), music consumers can only sit back and watch. Will Apple drop its prices to hold on to iTunes buyers? What will replace DRM? Will the industry let everyone do as they wish, justifying greater sales as defeating piracy?

The battle has only just begun.

Ryan Chartrand
Managing Editor

Be our guest! The Mustang Daily is always accepting guest commentaries.

Commentaries should be about 500 words long and on an original topic. Send your year and major to mustangdailyopinions@gmail.com

* Editors reserve the right to edit commentaries for spelling, grammar, style, length and profanity.

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Apply to be a Mustang Daily columnist and see your column online or in print every week.

Come by the Mustang Daily office in building 26, room 226 to pick up an application and contact the editors at 756-1796 for more information.

Applications are due by Wednesday, September 26.

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Ryan Chartrand
Managing Editor
Sailing
continued from page 12

said. "Lots of people who joined the team in years past have had no sailing experience before they came out; however, it definitely helps at securing a starting posi-
tion."

There is no doubt that sailing is a physically demanding sport, therefore it takes a bit more than simple knowledge of what exactly the jibsheet or boom is or even how to tie a proper sailing knot. Being in your best shape and becoming fluent in sailing lin­
go will only help improve your skills.

"If you are someone who thinks that this is a sport where you can come and sip wine and cheese out on the water, you’re mistaken and this is not the sport for you,” Maher said.

This year Maher expects that many new freshmen will join the team based on the responses from interested people that he has been receiving.

As a certified sailing instruc­tor himself, Maher recom­mend getting out there and learning on your own time as well. "I completely encourage people to learn how to sail considering we com­pete against these top-rated teams, and we need to dedicate our prac­tice time to improving our skill not just beginning them," he said.

Other preparations to be sure to make before eagerly setting off for your first regatta are finding shoes that can get wet as well as a wetsuit, sunscreen, a hat, sun­
glasses and of course a towel and change of clothes.

Of course, you never know when it might get extra-rough out there on the water, so make sure to bring something to hold onto your hat and sunglasses!

Once you have all the basics squared away and you’re interest­ed in joining the Cal Poly Sailing Team, check out www.Colleg­eSailing.org.

This website will help you through your Individual Regis­tration as well as offer plenty of helpful information.

The Sailing Team’s competi­tions will begin in October. Until then stay updated with their in­formation at www.sailingteam.calpoly.edu.

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Thursday, September 27th @ 7:00pm
Bldg 45-130

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so come prepared with two short pieces of pop/rock music that shows off your ability to sing a cappella!

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SEPTEMBER 24-30
Tickets are FREE for Cal Poly Students

Alex G. Spanos Stadium
WOMEN’S SOCCER VS. SANTA CLARA
9.28.07 7 p.m.

Alex G. Spanos Stadium
FOOTBALL VS. NORTHERN COLORADO
9.29.07 6:05 p.m.
Hall of Fame Game
The emergency legislation sponsored by the Division I Academ­ ic/Eligibility/Curriculum Cabinet would protect a student-athlete's scholarship in the event of a medical condition such as pregnancy, mental illness or eating disorders.

"It could be a temporary condition or it could be, in some cases, a permanent condition," Jennifer Kearsen, associate director of NCAA public relations, said. "Just to give them a little more protection than the current legislation provides."

Currently, the rule states a student-athlete's scholarship is pro­ tected if they are unable to play "because of an injury that prevents the recipient from participating in athletics," Kearsen said.

The new legislation would cov­ er a student-athlete's scholarship in the event of a medical condi­tion, including a student-athlete suffering from drug or alcohol ad­ diction.

For their scholarships to be protected under the legislation, student-athletes must prove they are actually suffering from a med­ ical condition, Kearsen said.

"It's not a rule about alcohol use," she said. "It covers a student- athlete who might suffer from a medical condition that would be alcohol or drug addiction."

Rules protecting student-athe­ letes' scholarships would override any school or team rules in regards to drug or alcohol use, Kearsen said.

The legislation will go before the Division I Management Council for approval in October.

The University has its own rules regarding student-athletes’ substance abuse, according to athletics director Joel Maturi. The current legislation, Maturi said, is "a three-strike policy.

Upon the first positive test, a student-athlete might not see any specific sanctions other than re­ ferral to a counselor, according to University policy.

If that same student-athlete tests positive again, they would be suspended for 10 percent of their season and, after a third posi­ tive test, an entire year.

Despite the University's poli­ cies, Maturi said the athletics de­ partment currently adheres to the rules laid out in the new legisla­ tion.

"We already do that," he said. "Other institutions and the lead­ erboard are asking us if we think, are realizing what we at Minnesota have realized."

No student-athlete has had their scholarship canceled or re­ duced because of a medical condi­tion, including drug or alcohol addiction, Maturi said.

While a student-athlete will not have their aid reduced, Maturi said they might make every effort to get better.

"I'm not trying to imply that somebody who continues to re­ main ill without seeking and al­ vancing in their appropriate treat­ ment is going to continue to get aid," he said. "We're not here to help pay for their drug habit.

There are other concerns which further complicate scholarship is­ sues.

Per NCAA rules, each team is allowed a limited number of scholarships, a reality that could be made worse if student-athletes who don't compete receive them.

While he agreed with the cabinet's reasoning, Maturi said he would like to see a provision that would protect the student-athlete receiving against the team's total number.

"It's not that we want to take the aid away, but coaches would like to use that aid for somebody who is going to compete," Maturi said. "I understand that logic that has nothing to do with negativity toward the individual."

Architecture junior and Go­ pher softball player Bethany Wolv­ ington said she agrees with the legislation, for the most part.

"If it's medical you shouldn't be allowed to take anything away from somebody who doesn't have the physi­ cally uncontrollable things," she said. "That wouldn't be reason­ able."
Sailing: no wine and cheese party

Megan Priley

Sailing, setting off on the water for a relaxing day with the sweet salty water smell in the air, the sound of calming music on the boat deck and the cool wind at your back. If you think this is the typical experience for the Cal Poly Sailing Team, then you should think again.

It takes a whole lot more to be a competitive sailor, from being able to maintain a strong mindset to proving you can handle true physical endurance.

For 40 years, the Sailing Team has been a part of the Pacific Coast Intercollegiate Yacht Racing Association (PCIYRA) and now hosts the largest collegiate regatta on the West Coast.

This is a team who knows a lot about experience and what it takes to have several successful seasons. Last season the team placed seventh in league competition, thanks to the 20 determined members on their team.

Racing season goes underway in October and ends in May. Competitions, also called regattas, take place about once a month.

Competitions, also called regattas, take place about once a month. Some of the regular events that occur each year can be found in San Diego, Monterey, Long Beach, Santa Barbara and Redwood City.

Team Captain Patrick Maher is in his second year with his team at Cal Poly.

"Our goal is to place well enough at these events to qualify for the Pacific Coast Championships, which are in Hawaii at the end of every season," Maher said.

Maher describes a normal regatta as a Saturday morning where people go to a "skipper meeting" and the people in charge talk about racing and how everything will work that weekend as far as meals, scoring, pro- pects in mental preparation is a must for us," Maher said.

Little things, like a hard shot, "We've seen a lot of athletes improve at practice or in a tough shot," Kirk said. "We've seen them learn from their mistakes and become more comfortable in pressure situations.

"When it comes to chipping or putting, they get a lot of information to use while working with teams from attending games, matches and tournaments," Troesch said.

An off-campus sport like golf is more challenging for Troesch to follow Kirk said that in most of his sessions with Troesch, they discuss situations that he has experienced at practice or in a match.

"He is very good at and really does a good job of relating to the athletes on their level. He takes input from you and works with you," Kirk said.

Kirk said that he would recommend Troesch to other athletes and has seen improvements in his game.

"I have seen a lot of time doing coach work and often meets with teams as a whole at meetings or practices. He also works one-on-one with athletes like Kirk.

"I observe sports on campus and get a lot of information to use while working with teams from attending games, matches and tournaments," Troesch said.

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Kirk said that he would recommend Troesch to other athletes and has seen improvements in his game.

"There was a two week stretch in the spring where I won a col- lege tournament while working with him and set every individu- al scoring record for Cal Poly," Kirk said.

Troesch does not guarantee wins to the athletes he works with, but said that the most im- portant piece of advice he can of- fer is to focus on and enjoy the process of developing as an ath- lete rather than fixating on the results.

Laura Kasavan

Most athletes will tell you that regardless of how much they train physically for an upcoming competition, mental preparation is equally important.

Many Cal Poly athletes have worked with Jeff Troesch, a mental coach who trains every athletic team on campus except football, wrestling, and swimming and diving.

Chris Kirk, a graduate student study- ing industrial technology, is beginning his third year on the golf team and has worked with Troesch for about a year.

Kirk said that he has seen a large improvement in his game and is now more comfortable in pressure situations.

"You get to a crunch time when you need to pull off a tough shot," Kirk said. "We've worked on having a positive attitude about things and accepting situations for what they are..."

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